CLAIMS

1. A broadcast system comprising a broadcast station and a television broadcast receiver connected to said broadcast station by a two-way channel, wherein

said television broadcast receiver comprises a browser unit for reproducing display data coded by the Hyper Text Markup Language, and a storage unit for storing at least one piece of advertising information made up of display data coded by the Hyper Text Markup Language, and wherein

said broadcast station transmits, prior to or during the transmission of contents an advertising scenario header for at least instructing what kind of advertising information should be reproduced and in what way, and

during the reception and reproduction of said contents said television broadcast receiver reproduces said advertising information stored in said storage unit by means of said browser unit in accordance with the contents of said advertising scenario header received from said broadcast station.

2. A broadcast system comprising a broadcast station and a television broadcast receiver connected to said broadcast station by a two-way channel, wherein

said television broadcast receiver comprises a browser unit for reproducing display data coded by the Hyper Text Markup Language, and an Internet access unit for accessing the Internet to obtain display data coded by the Hyper Text

Markup Language, and wherein

said broadcast station transmits, prior to or during the transmission of contents an advertising scenario header for at least instructing what kind of advertising information should be reproduced and in what way, and

during the reception and reproduction of said contents said television broadcast receiver accesses said display data on the Internet by means of said Internet access unit and reproduces information, obtained by accessing said display data, as said advertising information by means of said browser unit in accordance with the contents of said advertising scenario header received from said broadcast station.

3.   A broadcast system comprising a broadcast station and a television broadcast receiver connected to said broadcast station by a two-way channel, wherein

said television broadcast receiver comprises a browser unit for reproducing display data coded by the Hyper Text Markup Language, a storage unit for storing at least one piece of advertising information made up of display data coded by the Hyper Text Markup Language, and an Internet access unit for accessing the Internet to obtain display data coded by the Hyper Text Markup Language, and wherein

said broadcast station transmits, prior to or during the transmission of contents an advertising scenario header for at least instructing what kind of advertising information

should be reproduced and in what way, and

during the reception and reproduction of said contents said television broadcast receiver reproduces said advertising information stored in said storage unit by means of said browser unit and accesses said display data on the Internet by means of said Internet access unit and reproduces information, obtained by accessing said display data, as said advertising information by means of said browser unit in accordance with the contents of said advertising scenario header received from said broadcast station.

4.   A broadcast system according to any one of claims 1 to 3, wherein

said television broadcast receiver comprises an input unit for inputting data,

said advertising information includes input instruction of limiting information for reproducing a description instructing to input limiting information using said input unit,

said advertising scenario header includes information for instructing to resume the reproduction of said contents or said advertising information after data has been inputted using said input unit in response to said reproduced input instruction of limiting information, and also includes information for instructing in accordance with the contents of said limiting information what kind of advertising information

should be reproduced, and

said television broadcast receiver reproduces said advertising information during the reception and reproduction of said contents in accordance with the contents of said advertising scenario header and said limiting information inputted from said input unit.

5. A broadcast system according to any one of claims 1 to 3, wherein

said television broadcast receiver comprises a reproduction control unit for controlling the reproduction of said contents and

said television broadcast receiver instructs said broadcast station through said reproduction control unit to temporarily stop the transmission of said contents when starting the reproduction of said advertising information during the reception and reproduction of said contents, and instructs said broadcast station through said reproduction control unit to restart the transmission of said contents when ending the reproduction of said advertising information.

6. A broadcast system according to any one of claims 1 to 3, wherein

a data gathering unit for receiving data from said television broadcast receiver and for storing said data is provided at least either in said broadcast station or on the

Internet,

said television broadcast receiver comprises a data input unit for inputting data, and a data transmitting unit for transmitting said data to said data gathering unit,

said advertising information includes data input instruction information for reproducing a description instructing to input data using said input unit,

said advertising scenario header includes information for instructing to resume the reproduction of said contents or said advertising information after said data has been inputted using said input unit in response to said reproduced data input instruction information, and

said television broadcast receiver transmits the contents of said data inputted from said input unit, to said data gathering unit by means of said data transmitting unit.

7. An advertising method for use in a broadcast system comprising a broadcast station and a television broadcast receiver connected to said broadcast station by a two-way channel, wherein

said television broadcast receiver comprises a browser unit for reproducing display data coded by the Hyper Text Markup Language, and a storage unit for storing at least one piece of advertising information made up of display data coded by the Hyper Text Markup Language, and wherein

an advertising scenario header for at least

instructing what kind of advertising information should be reproduced and in what way, is transmitted from said broadcast station to said television broadcast receiver prior to or during the transmission of contents and

during the reception and reproduction of said contents said television broadcast receiver reproduces said advertising information stored in said storage unit by means of said browser unit in accordance with the contents of said advertising scenario header received from said broadcast station.

8.   An advertising method for use in a broadcast system comprising a broadcast station and a television broadcast receiver connected to said broadcast station by a two-way channel, wherein

said television broadcast receiver comprises a browser unit for reproducing display data coded by the Hyper Text Markup Language, and an Internet access unit for accessing the Internet to obtain display data coded by the Hyper Text Markup Language, and wherein

an advertising scenario header for at least instructing what kind of advertising information should be reproduced and in what way, is transmitted from said broadcast station to said television broadcast receiver prior to or during the transmission of contents and

during the reception and reproduction of said contents said television broadcast receiver accesses said display data

on the Internet by means of said Internet access unit and reproduces information, obtained by accessing said display data, as said advertising information by means of said browser unit in accordance with the contents of said advertising scenario header received from said broadcast station.

9. An advertising method for use in a broadcast system comprising a broadcast station and a television broadcast receiver connected to said broadcast station by a two-way channel, wherein

said television broadcast receiver comprises a browser unit for reproducing display data coded by the Hyper Text Markup Language, a storage unit for storing at least one piece of advertising information made up of display data coded by the Hyper Text Markup Language, and an Internet access unit for accessing the Internet to obtain display data coded by the Hyper Text Markup Language, and wherein

an advertising scenario header for at least instructing what kind of advertising information should be reproduced and in what way, is transmitted from said broadcast station to said television broadcast receiver prior to or during the transmission of contents and

during the reception and reproduction of said contents said television broadcast receiver reproduces said advertising information stored in said storage unit by means of said browser unit and accesses said display data on the Internet by means

of said Internet access unit and reproduces information, obtained

by accessing said display data, as said advertising information

by means of said browser unit in accordance with the contents

of said advertising scenario header received from said broadcast

station.

10.   An advertising method for use in a broadcast

system according to any one of claims 7 to 9, wherein

said television broadcast receiver comprises an input

unit for inputting data,

said advertising information includes input

instruction of limiting information for reproducing a

description instructing to input limiting information using

said input unit,

said advertising scenario header includes

information for instructing to resume the reproduction of said

contents or said advertising information after data has been

inputted using said input unit in response to said reproduced

input instruction of limiting information, and also includes

information for instructing in accordance with the contents

of said limiting information what kind of advertising information

should be reproduced, and

said television broadcast receiver reproduces said

advertising information during the reception and reproduction

of said contents in accordance with the contents of said

advertising scenario header and said limiting information

inputted from said input unit.

11.   An advertising method for used in a broadcast system according to any one of claims 7 to 9, wherein

said television broadcast receiver comprises a reproduction control unit for controlling the reproduction of said contents and

said television broadcast receiver instructs said broadcast station through said reproduction control unit to temporarily stop the transmission of said contents when starting the reproduction of said advertising information during the reception and reproduction of said contents, and instructs said broadcast station through said reproduction control unit to restart the transmission of said contents when ending the reproduction of said advertising information.

12.   An advertising method for use in a broadcast system according to any one of claims 7 to 9, wherein

a data gathering unit for receiving data from said television broadcast receiver and for storing said data is provided at least either in said broadcast station or on the Internet,

said television broadcast receiver comprises a data input unit for inputting data, and a data transmitting unit for transmitting said data to said data gathering unit,

said advertising information includes data input

instruction information for reproducing a description
instructing to input data using said input unit,

said advertising scenario header includes
information for instructing to resume the reproduction of said
contents or said advertising information after said data has
been inputted using said input unit in response to said reproduced
data input instruction information, and

said television broadcast receiver transmits the
contents of said data inputted from said input unit, to said
data gathering unit by means of said data transmitting unit.